

January 29, 2025 Board of Directors Meeting Attendance

UWCF Board Member Name	Title		In Person	Unable to attend
Arroyo, Mayor Omar				X
Baker, Jenny			X	
Boyer, Dr. Naomi	Community Impact Cabinet Chair	*		X
Braswell, Commissioner Bill				X
Crain, Jonathan	Chair Elect	*		X
Crawford, Sheriff Vent	Hardee County Representative	*		X
Donnelly, Brian	Community Investment Team Chair	*		X
Elwell, Don			X	
Floyd, Chief Ian				X
Fowler, Tip			X	
Garcia, Rick			X	
Garthwaite, Tom			X	
Giordano, Lauren	Agency Director Council Chair	*		X
Gleason, Joe			X	
Haas, Brian	Chair	*	X	
Heid, Superintendent Fred	Vice Chair	*	X	
Hurley, Dana				X
Killebrew, Representative Sam				X
Long, Kim			X	
Lupercio, Erica				X
Mitchell, Larry				X
Neslund, Callie			X	
Noris, Paul			X	
Norris, Brian			X	
Oguntola, Dr. Andy			X	
Plott, Nick			X	
Sale, Brittany	Marketing Chair	*	X	
Saunders Feaster, Lauren	Resource Development Chair	*	X	
Sjoblom, Scott			X	
Spath, Emily	Secretary	*		X
Tamney, Michael	Immediate Past Chair	*	X	
Wood Rogers, Ana			X	
Wright, Ali	Governance Committee Chair	*	X	

Guests: Lexi Savage, Vice President, U.S. Network Engagement, United Way Worldwide

Staff: Shawn Beumel, Gretchen Ceranic, Christina Criser Jackson, Rod Crowley, Jes Garcia, Kelsey Jaffer, Ileana Kniss, and Mary Shaw

A meeting of the Board of Directors of United Way of Central Florida was held on January 29, 2025 with members, guests and staff present as recorded above.



Call to Order & Welcome: Brian Haas, Chair

Brian welcomed everyone and called the meeting to order at 8:40am. He announced March meeting will be moved from March 20th to March 27th, due to Spring Break.

Consent Agenda: Brian Haas, Chair

Brian presented the Consent Agenda, which was sent out to the board via email prior to the meeting, then asked if there were any comments or questions on the Consent Agenda. *With none, Don Elwell made a motion to approve, Rick Garcia seconded; motion passed with no objections.*

Appropriations: Kelsey Jaffer

Kelsey presented UWCF's intent on doing a legislative ask. UWCF is requesting \$250,000 to address food insecurity through bi-weekly food distributions and Pop-up food drops in Highlands and Hardee County. In addition, the appropriation would improve health outcomes and provide community support and resources to reduce disparity by providing community wellness navigators who attend the food distributions and food drops. Navigators will provide resources to assist with financial stability, childcare, educational support, housing assistance, and more.

After Kelsey's presentation, there were follow-up questions from board members with responses from Kelsey and Christina:

- Brittany Sale: Who are we applying from? R: Department of Agriculture and Consumer Services
- Lauren Feaster: What happens if we don't get the funds? R: We will continue to reach out to current donors and seek grant funding. Currently the Avon Park location is closed until we find stable funding
- Michael Tamney:
 - i. What is our target number? R: 200 families per distribution
 - ii. Will there be different requirements from State funding vs County funding? R: State is usually more lenient than County funding in terms of restrictions
- Don Elwell: Is there an opportunity for local officials to get involved? R: Absolutely, we appreciate the support at a local level, having these conversations when possible.
- Tip: Does this align with the legislation's priorities? R: Yes, current priorities are disaster relief, and Dave Shepp is meeting with legislators to find the right fit for our program.

After the questions were answered, Callie Neslund made a motion to approve, *Don Elwell seconded; motion passed with no objections.*

Key Updates: Christina Criser Jackson

Christina shared department updates:

- Board Nominations will be presented at February's Board Meeting,
- The Finance Audit will be presented at February's Board Meeting, clear audit with no significant findings
- There are 5 open roles,
 - i. Sr. Director of Marketing
 - ii. Manager, Individual Philanthropy
 - iii. Lead Navigator
 - iv. Navigator



v. Master Teacher

- Tax Prep started on January 22nd and will continue every Wednesday until April 9th
- Publix results are still pending, but they will be available soon. There was a good meeting between Christina, Danielle Woods and John Doran to talk about the partnership with Publix Super Markets, Inc. and United Way. John Doran noted that if associate giving grows, then the Charitie's gift has potential to grow as well
- CIT Timeline was approved at the last meeting, it has been shared with all partners and there has been positive feedback
- Hurricane relief continues through Community Connections for short term response and the Long Term Recovery Group for continued relief efforts in the long term
- Events
 - a. Upcoming
 - i. February 27th Highlands County Bayou Bash
 - ii. March 5th LGA Celebration Bayou Bash at The White Horse Ranch
 - iii. May 13th Annual Meeting at Bonnet Springs Park

[Thriving United Way Framework: Lexi Savage, Vice President, U.S. Network Engagement, United Way Worldwide](#)

Lexi Savage from United Way Worldwide guided the Board Members through the Thriving United Way Assessment, where each board member ranked each Success Factor in each Focus Area as Emerging, Growing or Thriving, to then identify which success factors should be a priority for UWCF. See below the recommended prioritization:

Focus Area: Community Leadership

- Build Local Reputation Through Partnerships that Leverage United Way Expertise
- Lead with a Growth Mindset, Inspire Innovation, and Monitor Emerging Trends

Focus Area: Equitable Community Impact

- Advocate for Public Policy that Advances Impact Priorities
- Ensure Representation in all Work Related to Inclusion, Diversity, Equity and Access (IDEA)

Focus Area: Brand Strength, Awareness & Relevance

- Leverage United Way Brand Assets to Build a Strong Reputation Across Local Audiences and Channels
- Understand the Public Sector, Philanthropic, and Social Landscape to Leverage Trends and Opportunities

Focus Area: Diversified Revenue Streams

- Engage Staff and Volunteers in Fundraising Strategies
- Activate Diverse, Sustainable Revenue Streams

Focus Area: Strong Organizational Foundation

- Board and Staff to Drive United Way Performance Using Relevant Resources and Technology

Focus Area: Network Citizenship

- Engage with Global United Way network to Create a Culture of Trust

[Robert's Rules of Order: Rod Crowley](#)

Rod gave the Board a refreshers on Robert's Rules of Order.

Board Meeting adjourned at 11am

Minutes submitted by Jes Garcia

